

USPS Market Dominant Product Customer Insights (CI) Survey Instruments and Results

I. PREFACE

A. Purpose and Content

USPS-FY14-38 consists of six documents. The first five are survey instruments that have been used by the Postal Service to develop measures of customer experience for fiscal year 2014: (a) the Business Service Network (BSN) Survey, which was used to survey accounts in USPS' CRM database that have reported service issues; (b) the Point of Sale (POS) Survey, which was used to survey Retail customers who conduct transactions at USPS locations with POS equipment; (c) the Delivery Survey - Residential, random sample of US households that receive mail delivery; (d) the Delivery Survey – SMB, random sample of small/ medium sized businesses (< 250 employees) that receive mail delivery; (e) the Customer Care Center (CCC), residential customers that call the USPS Care Center and interact with a live agent are surveyed to measure their overall satisfaction with the agent's performance. The sixth document consists of summary customer insights survey data generated by use of the four survey instruments.

B. Predecessor Document

USPS-FY13-38 was previously filed with Commission in connection with the Annual Compliance Report for FY 2013.

C. Methodology

Customer Insights (CI)

Customer satisfaction measurement for USPS was formerly called Customer Experience Measurement (CEM) and now is referred to as Customer Insights (CI). The CEM residential, small/medium and large business surveys were discontinued at the end of FY2013. The prior CEM survey program was comprised of a single paper-based survey related to the overall satisfaction associated with mail entry, receipt, lobby services, and other contact with the Postal Service. The results were not sufficiently sensitive to small changes in customer perception and did not provide results in the most efficient manner (>45 days). The new CI composite metric is a weighted multi-channel customer driven experience measurement which presents an improved holistic view of customer satisfaction.

CUSTOMER INSIGHTS (CI)	Weight
BSN - (Business Service Network)	40.00%
Representative - Customer Satisfaction	
POS - (Point of Sale)	20.00%
Retail - Overall Satisfaction	
Delivery - (Receiving)	20.00%
Carrier - Overall Satisfaction	
CCC - (Customer Care Center)	20.00%
Live Agent - Overall Customer Satisfaction	

Business Service Network (BSN)

The BSN survey is an event based survey which measures the customer's level of satisfaction with their BSN Account Representative. The survey is conducted after a customer has initiated a service request within the Business Service Network. Customers are emailed an invitation to participate in a web based survey. The survey consists of eleven evaluation questions and three open ended customer supplied responses. The BSN Event-based survey measures our business customers contact experience by asking them to rate their level of satisfaction on their most recent interaction with the BSN Representative.

Point of Sale (POS)

The POS survey is an event based customer satisfaction survey which measures the customer's experience at POS retail locations. Customers are invited to participate in the survey through a URL and a QR Code printed on the bottom of their POS receipt and is conducted through a web based survey platform. The survey consists of five evaluation questions and one open ended customer supplied response.

Delivery Survey

The Delivery Survey is a hybrid relational / event driven customer satisfaction survey to measure the level of satisfaction with the receipt of mail to residential and small/medium business customers. Residential customers were randomly selected, mailed a survey invitation and given the option of completing the survey by phone or online. Small and Medium-sized business customers (those with fewer than 250 employees at one site) were also randomly selected and mailed a survey invitation and can choose to respond by phone or online.

Customer Care Center (CCC)

The Live Agent Survey is an event driven customer satisfaction survey which measures the level of satisfaction with a customer's interaction with a USPS Live Agent. Phone invitations are offered on a random basis to customers who call the USPS Customer Care Center toll free number and speak with a USPS Live Agent.

Survey Type	Time Period*	Number of Surveys Initiated	Number of Surveys Received
Business Service Network (BSN)	Nov-Sept FY14	10,794	1,904
Point of Sale (POS)	Dec-Sept FY14	1,049,104,781	173,290
Delivery (Residential)	Aug-Sept FY14	470,631	7,283
Delivery (Small/Medium Business)	Aug-Sept FY14	800,017	9,489
Customer Care Center (CCC)	June-Sept FY14	202,227	11,362

* Time Period – Time period of sample.

D. Input/Output

None.

II. ORGANIZATION

In addition to this preface, USPS-FY14-38 contains six files:

The 'BSN – USPS FY14 BSN Web Survey' file contains the USPS Business Service Network (BSN) Survey instrument.

The 'Delivery – USPS FY14 Residential Delivery Survey' file contains the USPS Residential Delivery Survey instrument.

The 'Delivery – USPS FY14 Small Business Delivery Survey' file contains the USPS Small / Medium Business (SMB) Delivery Survey instrument.

The 'POS – USPS FY14 POS Survey' file contains the USPS Point of Sale (POS) Survey instrument.

The 'CCC – USPS FY14 CCC Web Survey' file contains the USPS Customer Care Center- Live Agent (CCC) Survey instrument.

The 'CI Question Response Counts_FY14' file is a workbook containing summary customer experience data generated through use of the five survey instruments.